

BUSINESS PROPOSAL: NOBLE MOBILE (Final)

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Introduction

Volunteering is a noble act driven by the desire to make a positive impact on society. Noble Mobile is an innovative platform connecting volunteers with organizations, communities, and individuals in need. Leveraging technology, our platform simplifies the process of matching volunteers with opportunities in their local community.

Market Scan

Our primary competitor, VolunteerMatch, has set the standard since 1998. To dominate the market, Noble Mobile focuses on key competitive selling points:

1. **Customized Outreach Solutions:** Our platform provides personalized matching options based on skills, location, interests, and expertise, enhancing the volunteer experience on both iOS and Android platforms.
2. **Secured Network:** A priority for Noble Mobile is safety. We conduct background checks and reviews, creating a trusted and reliable environment for both volunteers and organizations.
3. **Worldwide Database and Service Availability:** Offering a diverse range of services globally, including caregiving, tutoring, environmental protection, and more. As our network expands, volunteers from all demographics are welcome to contribute

Business Strategy

Noble Mobile adopts a Differentiation strategy, focusing on a unique and customized experience for users. By prioritizing service quality and compatibility, we aim to increase customer satisfaction, loyalty, and customer intimacy.

Mobile Options

Our user-friendly mobile application, available on both Android and iOS platforms, includes:

1. **Volunteer Profile:** Enables users to track and manage service progress, document skills, interests, and availability for accurate matching.
2. **Geolocation Service:** Allows volunteers to find opportunities near their location, promoting local community interaction.
3. **Secure and Convenient Communication:** Facilitates secure communication between organizations and volunteers, ensuring effective coordination and timely reminders.

Payment Systems

Ensuring secure and convenient transactions, Noble Mobile utilizes:

1. **Stripe:** Known for flexibility and security, offering a seamless, user-friendly experience.
2. **PayPal:** A globally trusted system, providing convenience and no membership fees.

Marketing Strategy

Employing social and mobile marketing strategies:

1. **Location-based Marketing:** Notifies users of local volunteer opportunities based on their location.
2. **App Store Optimization:** Optimizes app listings on iOS and Android for better visibility.

3. **Social Marketing:** Engages users on platforms like Facebook, Instagram, and LinkedIn, utilizing cost-effective advertising and building a supportive community.

FTC's Fair Information Practice Principles

Adhering to principles of Notice/Awareness, Choice/Consent, Access/Participation, Security, and Enforcement to ensure transparency, user control, and data security.

Challenges, Threats, and Opportunities

Addressing technology opportunities and threats:

1. **Content Convergence (personalization):** Utilizing AI algorithms for a customized user experience.
2. **Competing Business Model:** Ensuring legal protection for intellectual property.
3. **Shift to Mobile-first Content:** Optimizing for mobile experiences.

Social Platforms

Leveraging social networks for marketing and community building:

1. **Targeted Marketing:** Using platforms like Facebook, Instagram, and LinkedIn for promotions.
2. **User Testimonials:** Encouraging users to share experiences, building trust and credibility.

B2B Tie-In

Incorporating B2B e-commerce for sustainability:

1. **Sponsorships and Partnerships:** Collaborating with corporations for sponsored communities and events.
2. **Corporate Brand Content:** Showcasing businesses' initiatives on the Noble Mobile platform.

Conclusion

Noble Mobile aims to be a leading platform for community collaboration, combining technology and community service. With a focus on safety, customization, and global impact, we believe our platform will not only address societal needs but also create a fulfilling experience for volunteers and organization

References

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